



e l e m e n t

*Life is jazz, Love is key, Design is the bone of Creation.*

**John Phillip Davis, Chief Creative**



**2021 MEDIA OVERVIEW**

**Architects, Owners and Developers are involved  
in the financing, creation, maintenance of many  
building types.**

Airports

Education - K-12, Colleges, Universities

Government

Healthcare

Hospitality

Hotels

Multifamily/Mixed-Use

Office

Recreational

Restaurants

Retail

Sports Facilities

Shopping Centers



**commARCH**  
**is obsessed with early to mid-career**  
**architects and owners/developers**

The brand has a **premium** feel,  
just like your own.

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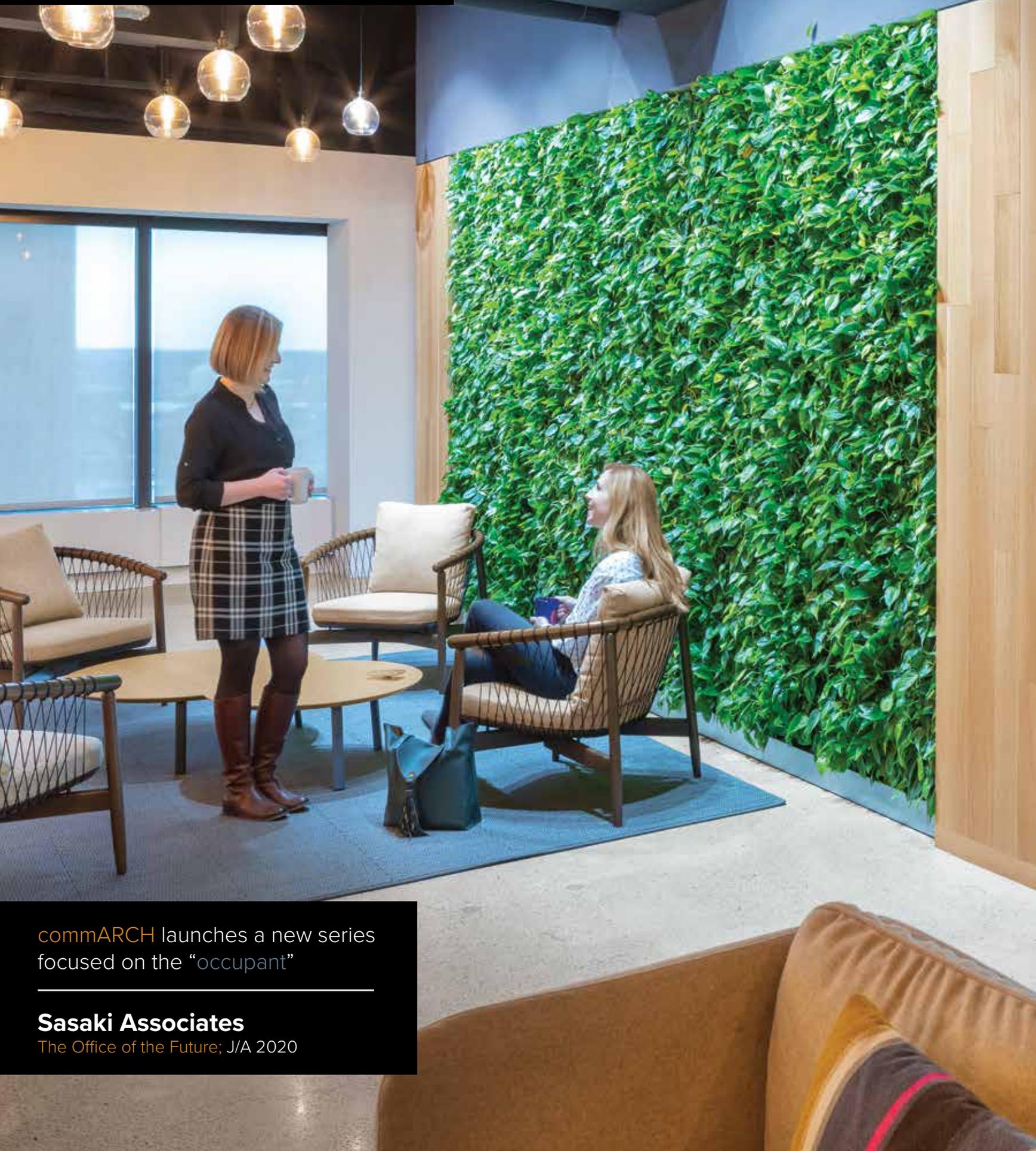
architects and owner/developer leaders desire content developed in fresh ways; ideas that originate from the voice of their peers, describing the decisions they make to ensure the spaces they create resonate with their target occupants and end-users.



***“Don’t Bore Me!”***  
—everyone

**Joan Susie**  
FinTech Leader  
commARCH Podcast Interviewee

# OCCUPANT EXPERIENCE



commARCH launches a new series focused on the “occupant”

**Sasaki Associates**

The Office of the Future; J/A 2020

A portrait of Elizabeth von Goeler, a woman with short, wavy brown hair, smiling warmly. She is wearing a dark blue top with a lace-up detail at the neckline and a thin necklace. The background is a blurred indoor setting with warm lighting and architectural elements.

## **commARCH**

### **Community. Design. Business.**

All content originates from dialogues with the audience. With a focus on architects' and owners/developers' information requirements, coverage spans building types, products and insights that can grow readers' brand reputations and raise the level of conversation between architects and clients.

**Elizabeth von Goeler, NCIQ, LEED AP ID+C, CDT**

Principal  
Sasaki Associates

The Office of the Future; J/A 2020



## ARCHITECTS

**Subscribers** are involved in the initiation, recommendation, specification, approval and/or purchase process

Source: Signet Research Study, April 2020

**John Fontilla, AIA LEED AP**

Principal  
H3 Architects

*A Space for Gathering & Connecting; J/F 2020*



Preferences for interaction with a building  
product-manufacturer rep  
(RANKED ORDER)

1. As a collaborator early on in a project
2. After researching their website
3. Email discussion
4. Phone discussion
5. On website chat
6. In-person discussion

Source: August 2020 Survey of commARCH Architect Subscribers

**Kavitha Marudadu, AIA, LEED AP**

Associate Principal  
DMAC Architecture, Chicago

*Risk Takers Become Leaders*; J/A 2020 issue

# OWNERS . DEVELOPERS

## Ranking of Top 5 Factors in Selection Process

1. Tenant Experience
2. Want to know the cost impact, short and long term, of spec'd products
3. Health & Safety
4. Design Collaboration
5. Community Impact & Legacy

Source: September 2020 Survey of commARCH  
Owner/Developer Subscribers

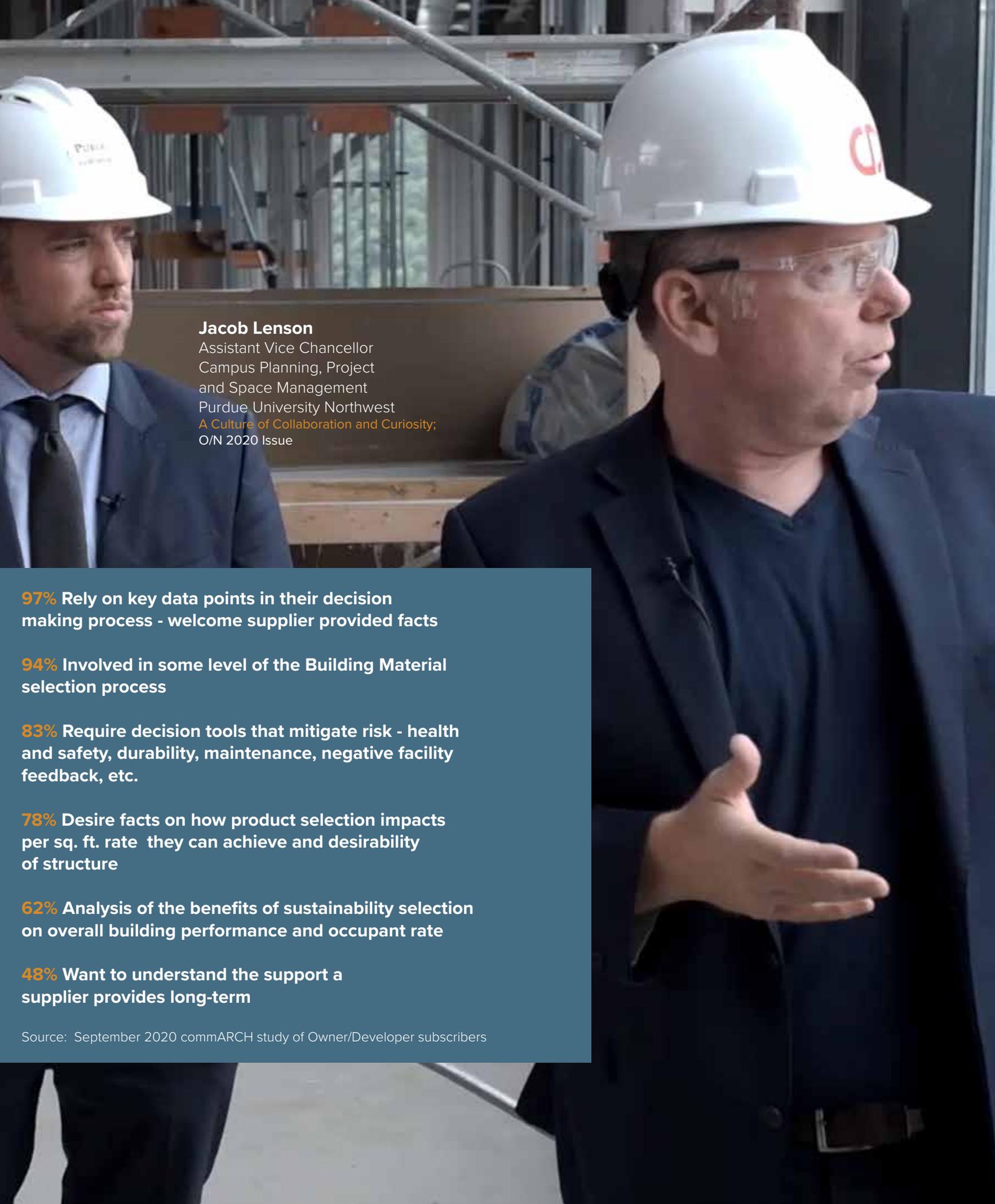


### **Carolyn Timm**

Principal/Project Leader

Cherry Valley Elementary School

Designing with, Rather than For; N/D 2019



**Jacob Lenson**

Assistant Vice Chancellor  
Campus Planning, Project  
and Space Management  
Purdue University Northwest  
*A Culture of Collaboration and Curiosity;*  
O/N 2020 Issue

**97%** Rely on key data points in their decision making process - welcome supplier provided facts

**94%** Involved in some level of the Building Material selection process

**83%** Require decision tools that mitigate risk - health and safety, durability, maintenance, negative facility feedback, etc.

**78%** Desire facts on how product selection impacts per sq. ft. rate they can achieve and desirability of structure

**62%** Analysis of the benefits of sustainability selection on overall building performance and occupant rate

**48%** Want to understand the support a supplier provides long-term

Source: September 2020 commARCH study of Owner/Developer subscribers



*The Pre-Design Phase requires deep analysis with a clear understanding of cost vs. budget, space requirements, site limitations, constraints and opportunities. Aspirations. Listening. commARCH is certainly engaged in showcasing outcomes, yet his Phase is where it desires to have the most impact. BPMs who focus on this Phase become a collaborator and not just a supplier.*

Sketch:  
Robert Benson  
Design Principal  
CannonDesign  
Sketchbook, N/D 2019 Issue

# ALLBLACK

# FORGAIN

## Roc Nation designer Chaz Morgan talks about creativity & inspiration

Chaz Morgan has built a reputation as one of the music industry's top designers.

You may not be familiar with his name but, you may have seen his artwork. His designs grace the album covers of A-list artists like Meek Mill, Sean Combs, Rick Ross, and French Montana. He also has a branding and clothing line called Carpe Diem.

We met with Morgan in his studio in New York to talk with him about his creative process and sources of inspiration.

Chaz L. Morgan  
Art Director, Designer  
ALLBLACK.  
ROCNATION  
Dialogue, M/A 2020 Issue

# NATIVE CONTENT

## YOUR VOICE ACROSS

Storytelling to an interested and engaged group is the **only way** to stand out, and to be heard.

- **Step One: Great Content**  
**AUDIENCE LISTENING**

commARCH research, metrics, usage and behavior tracking combined with frequent conversations with its audience enables it to offer a service for marketers that is knowledge-based.

### BEFORE CONTENT IS CREATED

commARCH's research division conducts a "PULSE" survey to ensure topic and approach will resonate.

### ORIGIN

Marketer provided OR commARCH created

**commARCH** is designed to be authentic, and habitually consumed.

### FITTING THE VOICE OF THE BRAND

Designed to feel part of the commARCH experience.

- **Step Two: Source Clearly Recognized**

Marketer is treated like an author. You get your own "bylines" and "Author Page" to ensure your knowledge is recognized, and enhanced interaction can take place.

- **Step Three: Platform Distribution**

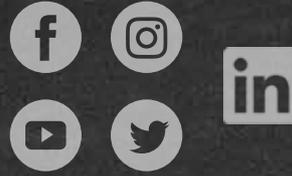
Like commARCH content, it starts with the website:  
Home Page (4 weeks)  
Article Page (1 year)  
eNewsletters (1/4ly)  
Author Page (Permanent)  
Social Media (1/4ly)  
Print/Digital Editions (1x)  
Events (When appropriate)

- **Step Four: Tracked for Performance**

Monthly reporting, content "evaluation"



# CONTENT PRESENTATION AND PROMOTION



## NATIVE CONTENT FITS WITHIN THE STYLE AND APPROACH OF THE commARCH BRAND

**Article Page:** Unique headline color, 1+ images, marketer byline, and unlimited length (1 year).

**Website:** Lives for one year within applicable site categories and search.

**Home Page:** Presented in a design that isn't disruptive, instead part of the user experience (30 days).

**Author Page:** Marketer is linked (through a byline) to their custom author bio page. This contains social media links and company description.

**Print/Digital Edition:** Decisions regarding design approach and length of content determined by commARCH editors and designers.

**Social Media** presentation on commARCH platforms.

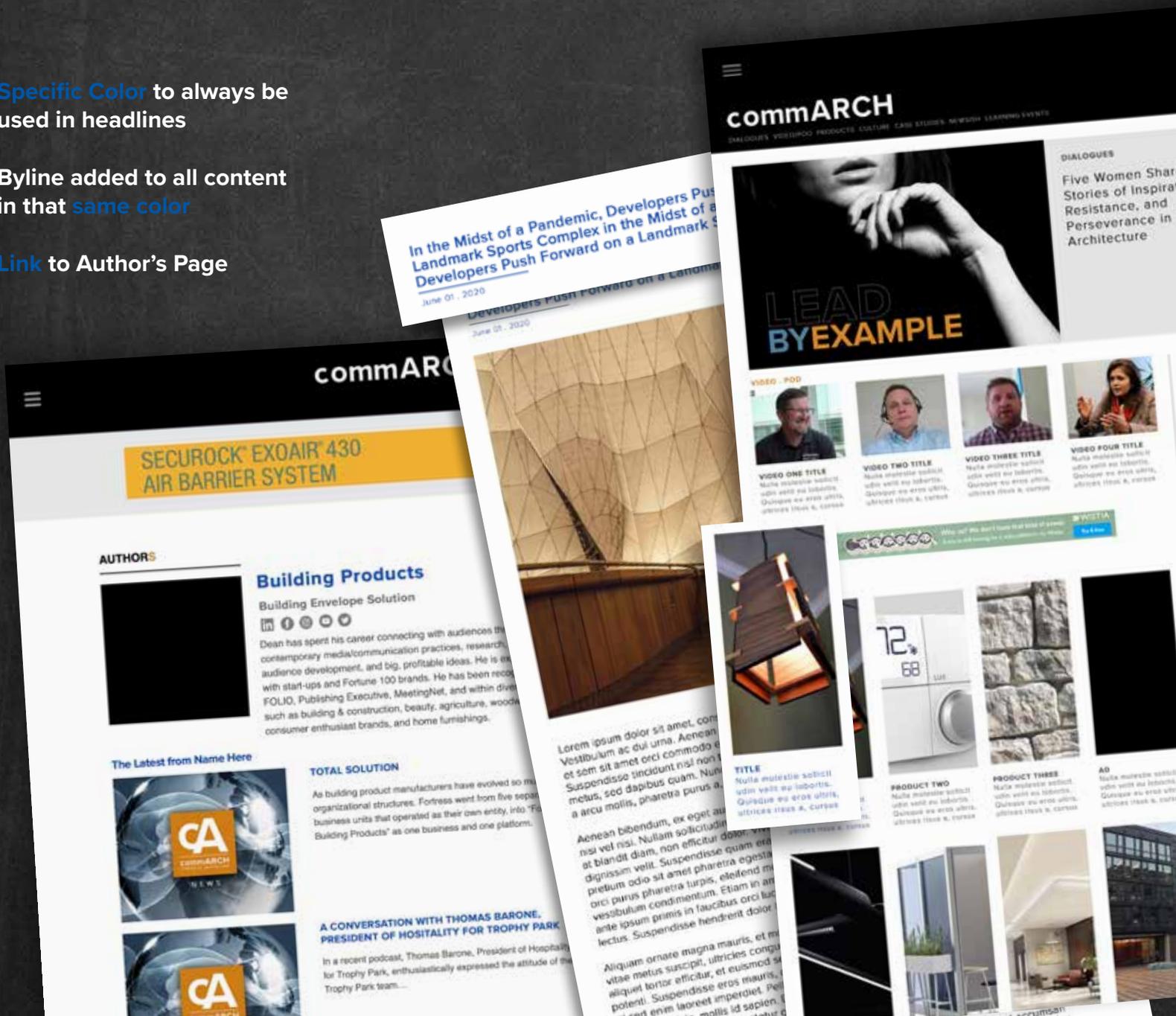
**eNewsletters:** Article pick-ups in applicable commARCH newsletter offerings.

**Marketer Usage:** as long as commARCH is referenced and linked.

Specific Color to always be used in headlines

Byline added to all content in that same color

Link to Author's Page



# VIDEO



## **Video is at the core of the commARCH brand experience**

- Case Studies
- Walking tours with key members of the team
- One-On-Ones
- Roundtables
- Product Demonstrations
- Education

### **Sponsorships include:**

- Video advertising within editorial videos
- Company-specific videos
- Walking tours and demonstrations with Sponsor
- Pre-, mid-, end 15-second video ads
- Print/digital edition presence

# PODCASTS

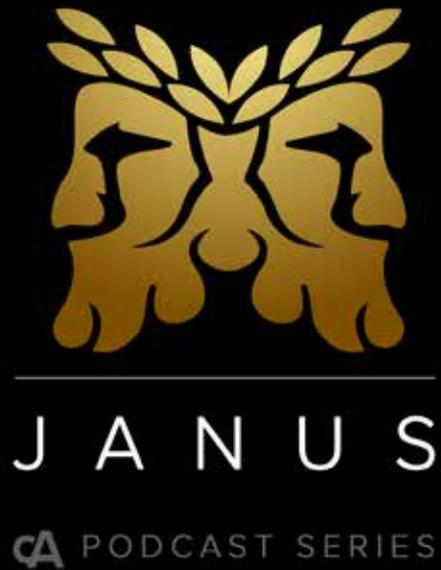
commARCH's primary focus is on video podcasts. These are then distributed on the following platforms in video and/or audio formats.

commARCH website  
Apple Podcasts  
Spotify  
Stitcher  
Overcast  
Pocket Cast  
Castro  
Castbox

Participants' website  
Google Podcasts  
Amazon Music/Audible  
iHeart Radio  
Pandora  
TuneIn+Alexa  
Podcast Addict

Podcasts are oftentimes shared with print/digital edition subscribers.





Alarms. Design. Build. Own. Career.

### **A new approach to Video Podcasting**

Together, let us exchange the information required to achieve today's highest aspirations. Great Architecture is achieved when a multitude of related ideas come together to create something fresh, relevant, functional, and of lasting quality.

This podcast series is about current issues, theories, and solutions. How did we get here? What are today's requirements, in architectural and human history? How do we want to be looked upon in the future? The series is broken down by these key focus points: "alarms" (hot, important issues), "design" (the architect/designer), "build" (the team coming together), "own" (owner's focus), and "career."

Why is it named "Janus?"

Janus is the ancient Roman god of animistic doorways, transitions, and archways. Of beginnings, passages, and endings. He is depicted as having two faces – one looks to the future and one to the past.

commARCHalarms

**What issues require discussion and action, today?**

commARCHdesign

**Who are the influencers?**

commARCHbuild

**Who are the mentors?**

commARCHown

**Who are the investors, developers, owners today?**

commARCHcareer

**Who is leading us on the workplace journey?**

# RESEARCH



## **Audience listening is fundamental to commARCH's overall approach**

### **Research associated with commARCH**

Ad Performance Studies

Test the audience to ensure they are interested in a marketer's products/services

Target audience content consumption habits and preferences

PULSE studies – content direction, social media

Readership Studies

### **Research associated with BPMs and Service Providers**

Brand Preference

Sentiment

Selection Process

Satisfaction

Sales interaction

PULSE studies – interest in materials and services (point-in-time)

### **Research for commARCH's audience's unique needs**

Occupant satisfaction studies

Community input

Pre-Design Insights

Occupant profiling

# WEBSITE

Community. Design. Products. Business.

The vast majority of commARCH content originates in digital formats. Based on performance and key performance indicators, content is then pulled into the print/digital edition format with its unique presentation.

News  
Video.Podcats  
Products  
Culture  
Case Studies  
Dialogues  
Continuing Education  
Events

Native Content  
Lead-Gen  
eLearning Courses  
White Papers  
Webinars  
Podcasts  
Video  
Advertising: banner, rich media

## WHAT MAKES MARKETING ON COMMARCH.COM UNIQUE?

### Only 3 banner ad units

Super Leaderboard Pushdown (970x90; 200 initial load, 400 subload)

Medium Rectangle (300x250; 150, 300)

Half-Page (300x600; also used in eNewsletters)

### Rich Media

Interstitial

Welcome Page

### Pre-Roll

Retargeting

Topic Sponsorships

Native Content

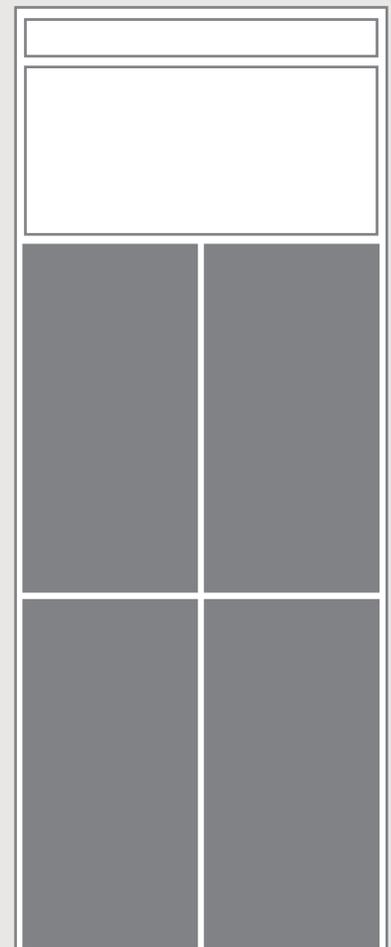
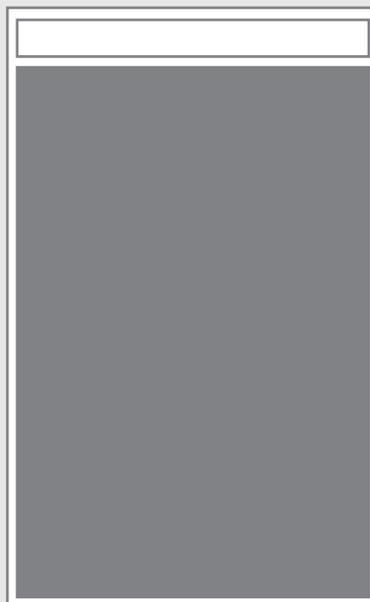
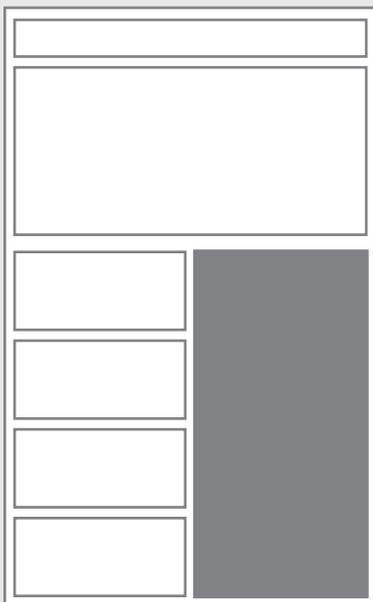
# e-NEWSLETTER

per time zone	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	ad spots
5:25 am	Great Ideas						Weekend Report	1
9:25 am	Today's Product	Today's Product	Today's Product	Today's Product	Today's Product	Today's Product	Today's Product	1
2:50 pm	Hotels/ Hospitality	Office/ Retail	Multifamily	Education	Healthcare	Airports	Government	6
5:30 pm	Technology		Technology		Technology			1

## Timed for the highest performance for delivery, open and action

- Great Ideas (1x per week)
- Weekend Report (1x per week)
- Building Types + Materials (7x per week)
- Technology (3x per Week)
- Today's Product (partner eblasts)
- Digital Edition Reminders

commARCH (non-daily) eNewsletters are sent **2x**. 1st send, then **1x** more to those who didn't open.



REPORT

**Headline Goes Here**

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks. You can create unique layouts by placing a variety of content blocks in different regions of your template.

Headline Goes Here

commARCH | CA

View this email in your browser | [Sign up](#) | [Forward](#)







commARCH | CA

**BUILDING TYPES + MATERIALS**

\*[DATE:dmy]\* | Today's updates on the Architectural space

**Headline Goes Here**

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks. You can create unique layouts by placing a variety of content blocks in different regions of your template.

commARCH | CA

END REPORT

**Goes Here**

selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks. You can create unique layouts by placing a variety of content blocks in different regions of your template.

**Headline Goes Here**

You can use it to add

**Headline Goes Here**

You can use it to add

**Headline Goes Here**

You can use it to add

commARCH | CA

**TODAY'S PRODUCT**

\*[DATE:dmy]\* | Products and Solutions Worth Watching

**Headline Goes Here**

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks. You can create unique layouts by placing a variety of content blocks in different regions of your template.

**Find affordable clarity in the Solarban® Acuity™ low-e glass series.**

Introducing Acuity™ low-iron glass — which is 60 percent less green than ordinary clear glass. The new Solarban® Acuity™ series by Vitro Architectural Glass provides the truly clear look you want with the outstanding performance of the full range of Solarban® solar control low-e coatings.

Upgrading a low-e coated clear insulating glass unit to Solarban® Acuity™ glass typically will increase the total installed curtainwall cost by only \$1-2 per square foot.

Give a little, get it all. Request your samples at [vitroglazings.com/acuity](http://vitroglazings.com/acuity)

**GET SAMPLES**

commARCH | CA

**WEBCAST**

\*[DATE:dmy]\* | Today's updates on the Architectural space

Drop Content Block

**WHY DO WE FEEL BETTER WITH WOOD?**

Download the white paper today

Can the use of natural elements in building design improve focus, creating an environment for learning? In this white paper, we'll examine the approach, and the science behind it.

**DOWNLOAD NOW**

# EDITORIAL CALENDAR 2021

	<b>JAN FEB</b> AD CLOSE: 12/2/20 MATERIAL CLOSE: 12/15/20	<b>MAR.APR</b> AD CLOSE: 2/26/21 MATERIAL CLOSE: 3/5/21	<b>MAY SPECIAL ISSUE</b> AD CLOSE: 3/19/21 MATERIAL CLOSE: 3/26/21 “Signature Edition” - this special issue will be led by an important industry leader who will serve as editor in chief.	<b>MAY JUN</b> AD CLOSE: 4/23/21 MATERIAL CLOSE: 4/30/21
<b>CITIES</b>	Small Town	Southeast		Northeast
<b>VIDEO</b>	Project Tours One-On-Ones Key Social Issue Products in Action	Project Tours One-On-Ones Key Social Issue Products in Action		Project Tours One-On-Ones Key Social Issue Products in Action
<b>PODCAST</b>	Key Interviews Roundtable Weekly Series	Key Interviews Roundtable Weekly Series		Key Interviews Roundtable Weekly Series
<b>Janus Series</b>	alarms (issues) design (arch) build (team) own (owners) career	alarms (issues) design (arch) build (team) own (owners) career		alarms (issues) design (arch) build (team) own (owners) career
<b>OCCUPANT</b>	Analysis of Target Occupant Groups - Behaviors, Desires, etc.	Analysis of Target Occupant Groups - Behaviors, Desires, etc.		Analysis of Target Occupant Groups - Behaviors, Desires, etc.
<b>PRODUCTS</b>	Boilers/Water Heaters Building Automation/Energy Management & Control Ceiling Products Doors/Entryways/Hardware Electrical Systems/Wiring/Cables/UPS/Power/Panels	Elevators/Escalators/Stairs/Fire Escapes & Hatches Exteriors/Siding/Cladding/Brick/Stone FF&E: Furnishings, Fixtures & Equipment Fire/Life Safety Flooring Products		HVAC/Mechanical Equipment Interior Surfaces/Tiles/Stone Composites/Marble/Granite Landscaping/Site Amenities/Lighting Lighting/Signage/Emergency Lighting Paint/Coatings
<b>CASE STUDIES</b>	Airports Education Government/Municipal  Sports Facilities	Healthcare Hospitality Hotels  Sports Facilities		Military Mixed Use Multi-Family  Sports Facilities
<b>CAREER</b>	Research Trends/Opportunities Mentoring/Mentors	Research Trends/Opportunities Mentoring/Mentors		Research Trends/Opportunities Mentoring/Mentors
<b>BUSINESS</b>	Decisions that increase the per sq. ft value of a project	Leveraging suppliers' knowledge and offerings to achieve beyond vision goals		Increasing your value as the architect to your Owner/Developer clients
<b>CULTURE</b>	Outside of the built environment inspirations	Outside of the built environment inspirations		Outside of the built environment inspirations
<b>LEAD-GEN</b>	Contest eLearning Target Introductions	Contest eLearning Target Introductions		Contest eLearning Target Introductions
<b>RESEARCH</b>	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Education Needs	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Most Trusted Cos.		Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Brand Perception
<b>EVENT</b>	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables		TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables
<b>BONUS</b>	Virtual Events You May Have Missed	Virtual Events You May Have Missed		TBD

# EDITORIAL CALENDAR 2021

	<b>JUL.AUG</b> AD CLOSE: 6/25/21 MATERIAL CLOSE: 7/2/21	<b>OCTOBER SPECIAL ISSUE</b>	<b>SEP.OCT</b> AD CLOSE: 8/27/21 MATERIAL CLOSE: 9/3/21	<b>NOV DEC</b> AD CLOSE: 10/29/21 MATERIAL CLOSE: 11/5/21
<b>CITIES</b>	Midwest		Northwest	West
<b>VIDEO</b>	Project Tours One-On-Ones Key Social Issue Products in Action	AD CLOSE: 9/24/21  MATERIAL CLOSE: 10/1/21	Project Tours One-On-Ones Key Social Issue Products in Action	Project Tours One-On-Ones Key Social Issue Products in Action
<b>PODCAST</b>	Key Interviews Roundtable Weekly Series		Key Interviews Roundtable Weekly Series	Key Interviews Roundtable Weekly Series
<b>Janus Series</b>	alarms (issues) design (arch) build (team) own (owners) career	“Signature Edition” - this special issue will be led by an important industry leader who will serve as editor in chief.	alarms (issues) design (arch) build (team) own (owners) career	alarms (issues) design (arch) build (team) own (owners) career
<b>OCCUPANT</b>	Analysis of Target Occupant Groups - Behaviors, Desires, etc.		Analysis of Target Occupant Groups - Behaviors, Desires, etc.	Analysis of Target Occupant Groups - Behaviors, Desires, etc.
<b>PRODUCTS</b>	Plumbing/Washroom Fixtures/ Piping Roofing/Insulation/Waterproofing Structural/Wood & Steel Framing/ Joists/Trusses Textiles/Fabrics		Wall Systems and Products Windows/Glazing Products/ Skylights Boilers/Water Heaters Building Automation/Energy Management & Control Ceiling Products	Doors/Entryways/Hardware Electrical Systems/Wiring/Cables/ UPS/Power/Panels Elevators/Escalators/Stairs/Fire Escapes & Hatches Exteriors/Siding/Cladding/Brick/ Stone FF&E: Furnishings, Fixtures & Equipment
<b>CASE STUDIES</b>	Office Recreational Restaurant		Retail Shopping Centers Sports Facilities	Firms experiencing exponential growth
<b>CAREER</b>	Research Trends/Opportunities Mentoring/Mentors		Research Trends/Opportunities Mentoring/Mentors	Key Companies and Individuals to watch and why
<b>BUSINESS</b>	Why diverse workplaces and personal lives enhance the value of your enterprise and life		Underutilized opportunities for growth	Communication Tools
<b>CULTURE</b>	Outside of the built environment inspirations		Outside of the built environment inspirations	Outside of the built environment inspirations
<b>LEAD-GEN</b>	Contest eLearning Target Introductions		Contest eLearning Target Introductions	Contest eLearning Target Introductions
<b>RESEARCH</b>	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Most Trusted Cos.		Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Brand Perception	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Hot Topics
<b>EVENT</b>	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables		TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables
<b>BONUS</b>	TBD		TBD	TBD

# EVENTS

## **Signature Building Tours within Key Markets**

40-50 attendees

Tours of environment with architect, owner and/or other members of the building team

Building team moderated discussion

Streamed live on social media

Associated refreshments

## **Roundtable Discussions**

8-12 selected individuals

Research study provided pre-meeting

## **Quarterly Conferences**

To be announced

Simultaneous locations

Live speakers – some video conferenced in, others in special locations

## **Pop-Ups**

To be announced

Key cities and industry events

## **Pub Nights**

To be announced

Key cities and industry events

## **Virtual Events and Tours**

To be announced



## eLEARNING

Ease for the marketer and the users

Turn-Key

Hosting and Promotion (off-site)

AIA CES

Webinars

Webinar Promotion Only

Participating Sponsorships

100% Sponsor Exclusive Content

Podcasts

Video Case Studies and Tours



# LEAD-GEN

## CONTESTS & INTERACTIVE CONTENT

All leads are not the same. Some are more valuable than others. Imagine knowing when the leads are delivered how valuable they actually are.

commARCH's unique "Contest & Interactive Content" platform enables us to capture meaningful leads while providing target audiences an enjoyable journey through a qualifying process.

**Approaches include contests, sweepstakes, and quizzes providing measurable results. This goes for milestone events, too.**

**Step One:** The Incentive

commARCH collaborates with your company on "prizes." Not just giveaways so anyone would enter. They must be brand and product/service related.

**Step Two:** The Series of Qualifying Questions

This includes gathering profile data, if not already in commARCH's databases, and then engaging the lead through a set of questions related to a company's products.

**Step Three:** Execution

commARCH makes this program turn-key for sponsors.

**Step Four:** Leads

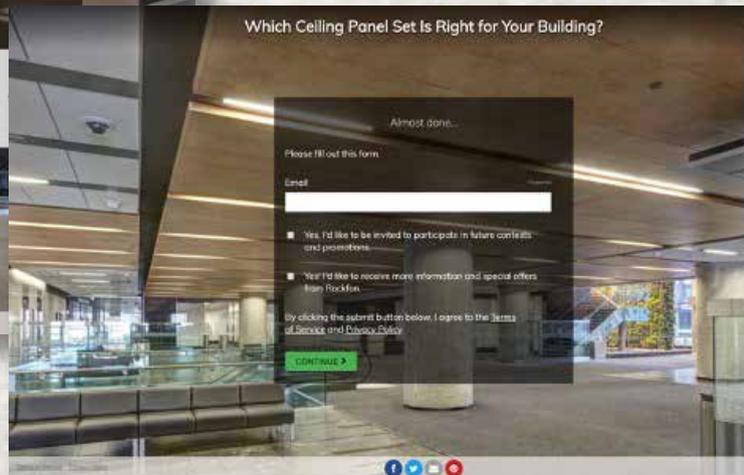
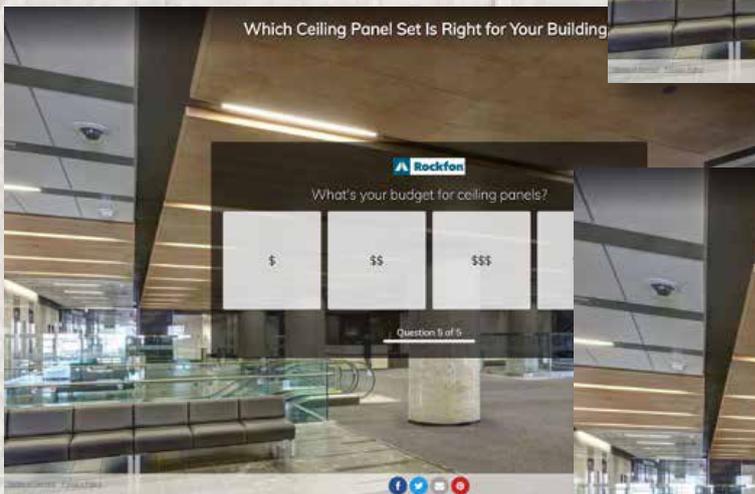
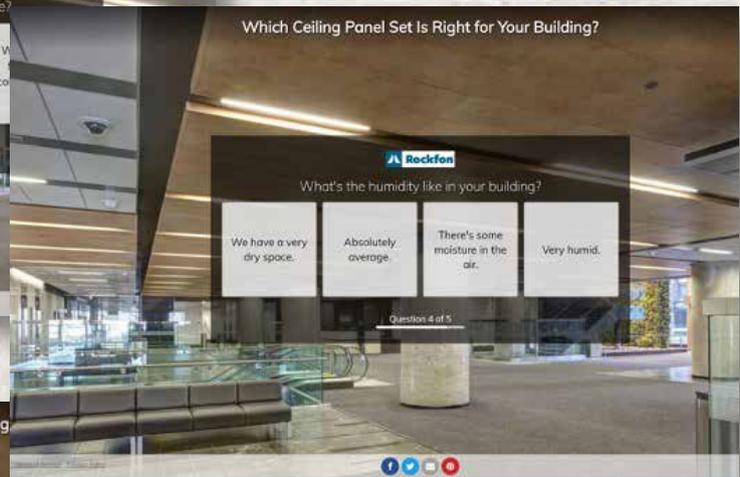
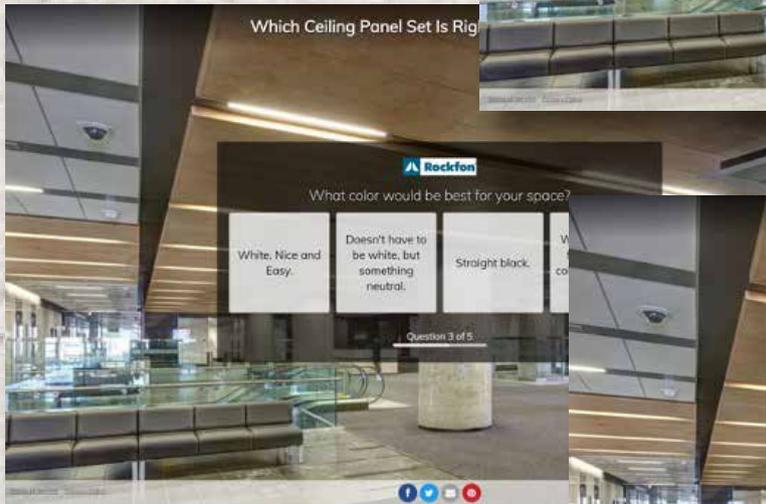
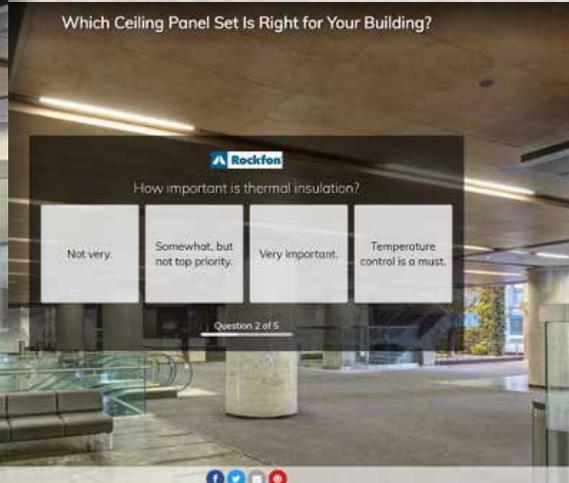
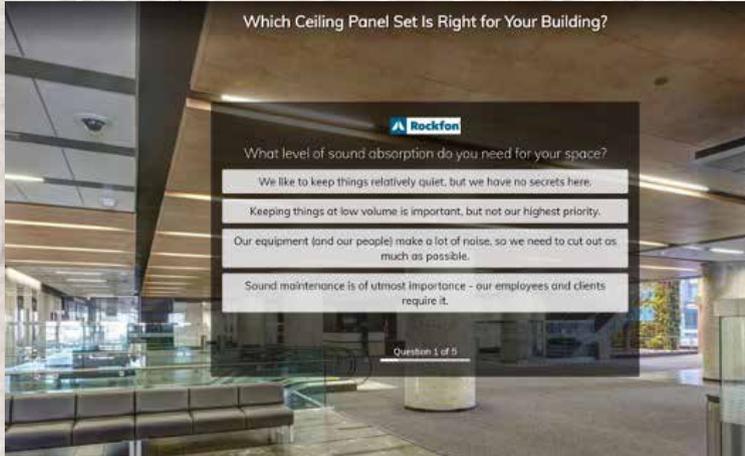
Since the qualifications of a solid lead have been determined, these will be delivered pre-scored for action.

**Step Five:** Repeat

commARCH has the ability to execute these programs on a monthly basis. Once this approach demonstrates success, you will want to do more



# commARCH CONTEST FLOW EXAMPLE



With equal weight placed on all content consumption platforms, the commARCH team will always focus on the audience first, innovating how, when, and where they consume information.

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Greensboro, NC 27410

**Mark Odom Studio**

Preserving an Austin Icon, M/A 2020